

## India Run for Hope – An effort in conjunction with the American Cancer Society



The India Run for Hope, a collaborative event first hosted by Alpha Iota Omicron Fraternity, on behalf of the American Cancer Society India Cancer Initiative, had its inception in Atlanta in 2006. The India Run was part of the Initiative's grass-root activities started in the local Indian communities with the overall goal to rally as many student organizations, local cultural communities, advocacy groups, friends and family to help spread awareness and raise funds for the India Cancer Initiative to fight the cancer burden in India. Since then, over 25 student organizations, community leaders, and local businesses have rallied together to form what is now known as the India Run for Hope. The group now has a new objective to spread the movement nationwide, and has already started spreading collaborative efforts to University of Illinois (Urbana-Champaign) and Florida State University (Tallahassee, FL).

In November 2010, leaders from the American Cancer Society, India Run for Hope, and Indo American Cancer Association (IACA) met to address growing needs for palliative care and treatment programs in India. The American Cancer Society and India Run for Hope since began new efforts to support the IACA and its initiatives through the Cachar Cancer Hospital and Research Centre (CCHRC) in Silchar, Assam. The organizations are currently working in collaboration to support the new center by supporting its staff and operations until the hospital grows to become self sustainable.

If you would like to volunteer with the India Run for Hope, or if your organization would like to host the IRH, please contact Uma Patel ([uma.patel@indiarun.org](mailto:uma.patel@indiarun.org)) and Amit Khanduri ([akhanduri@indiarun.org](mailto:akhanduri@indiarun.org)). We would love to expand the reach of the India Run for Hope and hope that you and your organization will take up the cause and join us in holding an event that brings people together with a common desire to fight cancer.



For more information on the American Cancer Society's India Cancer Initiative, visit [www.cancer.org/indiainitiative](http://www.cancer.org/indiainitiative)

For more information on the India Run for Hope, visit [www.indiarun.org](http://www.indiarun.org), and <http://www.youtube.com/watch?v=3JMEw-5sOhE>